

GOAL: ECONOMIC DEVELOPMENT

Focus on more proactive initiatives to maintain the economic vitality of Takoma Park's commercial districts, encourage smart growth development, support transportation enhancements, and increase the local property tax base, while maintaining the character of the community.

Objectives That Have Been Incorporated Into Departmental Missions Or That Will Be On Workplans During FY04

Implementation Status: The majority of the Economic Development objectives are moving along well, while progress on some efforts have been slow.

Areas of notable success are the Old Town Parking Garage (ED-7 and ED-17), which just received an additional \$300,000 from the State of Maryland Community Legacy program. The recent Enterprise Zone designation for many of the City's commercial areas is a boon to many efforts involving local business organizations, including the new International Corridor CDC. The Old Takoma Business Association is working with City staff on the Main Street program application, due in March (ED-19).

Significant work on transportation planning and development review is continuing. The Gateway/Wayfinder Sign System Projects (ED-5 and ED-18) got a late start due to staff vacancies, but has begun and will be a major item for the newly hired planner. An RFP for the project will be issued soon.

The Flower-Piney Branch Parking Facility (ED-6) is not being pursued, at Council direction. County funds originally specified to be used for the project have been redirected to Community Center stormwater improvements and street work. Staff has continued to work on streetscape and private property improvements, however, to address aesthetic, parking and safety issues.

Delays in getting some new computer programs up and running have slowed some aspects of the Implementation of the Facade Program (ED-9). While the Facade Advisory Board is very active, the code enforcement activities related to the initiative have been delayed. The Code Enforcement Technology Project (ED-10) and the Commercial Property Maintenance Program should be running before the end of the fiscal year.

The Property Maintenance Code video (ED-11) was very well received and a second video is in production.

The Plan for Long Term Revenue Development (ED-20) has been delayed but will be discussed with Council during this fiscal year.

Objective ED-5	Gateway / Wayfinder Sign System Project - Phase I
Staff Responsible	Rob Inerfeld, Ron Vaughn

Has Objective Become Part of Department Mission?	No
If Not, What is Timeline of Project?	Request for Proposals for design work is under development. Contractor to be hired by June 2003. Target completion date for design work and community process is June 2004.
% of Project Accomplished	5 %
Cost of Project To Date	\$ 0
Cost to Complete Project	\$ 30,000 / Minimum of 500 staff hours
Source of Funds	City General Fund - \$30,000 budgeted in FY03
Comments	

Objective ED-6	Flower - Piney Branch Parking Facility / Streetscape
Staff Responsible	Sara Anne Daines, Rob Inerfeld
Has Objective Become Part of Department Mission?	No, is a project.
If Not, What is Timeline of Project?	Property has been acquired. Conceptual design work for streetscape has been completed. Request for bids for demolition of buildings by Public Works is under development. Neighborhood meetings to be scheduled. Target completion date is June 2004.
% of Project Accomplished	40 %
Cost of Project To Date	\$ 325,000; 180 staff hours
Cost to Complete Project	\$ 200,000 - Minimum of 600 staff hours
Source of Funds	Community Legacy Funds - \$ 75,000 Montgomery County Grant - \$ 375,000
Comments	

Objective ED-7	Old Town Parking Garage - Phase I
Staff Responsible	Sara Anne Daines, Rob Inerfeld, Peter Fogec
Has Objective Become Part of Department Mission?	No, is a project.
If Not, What is Timeline of Project?	Transportation / Parking Study to be completed in May, 2003. Request for proposals for design work is under development. Target completion date for design work is October, 2003.
% of Project Accomplished	50 %
Cost of Project To Date	\$ 55,000; 100 staff hours
Cost to Complete Project	\$ 45,000 - Estimated 600 staff hours
Source of Funds	Community Legacy Funds - \$100,000
Comments	

Objective ED-8	Work with local business organizations
Staff Responsible	Sara Anne Daines, Peter Fogec
Has Objective Become Part of Department Mission?	Yes
If Not, What is Timeline of Project?	N/A
% of Project Accomplished	Ongoing
Cost of Project To Date	800 staff hours
Cost to Complete Project	Annual staffing costs - 1560 staff hours
Source of Funds	City General Funds
Comments	Includes Takoma Langley Crossroads Development Corporation Takoma Old Town Business Association Long Branch Initiative

Objective ED-9	Implementation of Facade Program
Staff Responsible	Sara Anne Daines
Has Objective Become Part of Department Mission?	Yes
If Not, What is Timeline of Project?	Ongoing
% of Project Accomplished	Ongoing
Cost of Project To Date	Estimated 180 staff hours
Cost to Complete Project	Annual staffing costs - 240 staff hours Facade Advisory Board 1040 staff hours code enforcement
Source of Funds	City General Funds
Comments	N/A

Objective ED-10	Code Enforcement - Technology Project
Staff Responsible	Sara Anne Daines
Has Objective Become Part of Department Mission?	No, is project. However, use of technology will become a regular tool for on-going activities.
If Not, What is Timeline of Project?	Software has been purchased and installed. Data transfer is in progress. Required training is underway. Target completion date: July, 2003
% of Project Accomplished	75 %
Cost of Project To Date	\$ 50,000 for purchase of software, installation and training
Cost to Complete Project	\$ 0
Source of Funds	City General Funds - Budgeted in FY03
Comments	

Objective ED-11	Community Awareness - Property Maintenance Code
Staff Responsible	Sara Anne Daines
Has Objective Become Part of Department Mission?	No, is a project.
If Not, What is Timeline of Project?	Video to be completed by July 2003.
% of Project Accomplished	5%
Cost of Project To Date	\$ 0
Cost to Complete Project	\$ 5,000
Source of Funds	City General Fund - Budgeted in FY03
Comments	

Objective ED-12	Commercial Property Maintenance Program
Staff Responsible	Sara Anne Daines
Has Objective Become Part of Department Mission?	Yes
If Not, What is Timeline of Project?	Ongoing
% of Project Accomplished	Ongoing
Cost of Project To Date	Recodification - 80 staff hours
Cost to Complete Project	Annual staffing costs - 1760 staff hours
Source of Funds	City General Funds
Comments	Commercial License and Property Maintenance Codes adopted. Database completed.

Objective ED-13	Transportation Related Projects - Coordinate and Monitor
Staff Responsible	Suzanne Ludlow, Rob Inerfeld, Ron Vaughn
Has Objective Become Part of Department Mission?	Yes
If Not, What is Timeline of Project?	<p>Dependent upon individual projects as noted below.</p> <p><u>Purple Line:</u> Decision to proceed with request for Federal funds to finance the project will be made by the state in mid-March. Amount of staff work is dependent on this decision.</p> <p><u>Takoma Transportation Study:</u> Study anticipated to be completed by the end of May 2003. Required follow-up will take place over the summer and possibly into the fall.</p> <p><u>Upper Carroll Avenue Improvements:</u> Bid packages for construction of the proposed improvement to be distributed this summer by SHA. Construction schedule has not been finalized. Staff to monitor construction and, if any changes are made, to assist in coordination of neighborhood meetings and communication with Council.</p> <p><u>University Boulevard Improvements:</u> Project has been eliminated from SHA work plans due to budget cuts. Staff to lobby for reinstatement of funding. If successful, staff will assist in the coordination of neighborhood meetings and communication with Council.</p> <p><u>Lower Carroll Avenue Improvements:</u> Project has been eliminated from SHA work plans due to budget cuts. Staff to lobby for reinstatement of funding. If successful, staff will assist in the coordination of neighborhood meetings and communication with Council.</p> <p><u>New Hampshire Avenue Improvements:</u> Project has been eliminated from SHA work plans due to budget cuts. Staff to lobby for reinstatement of funding. If successful, staff will assist in the coordination of neighborhood meetings and communication with Council.</p>

% of Project Accomplished	Dependent upon individual project
Cost of Project To Date	Purple Line: Estimated 208 staff hours Upper Carroll Avenue: Estimated 175 staff hours Other Projects: 180 staff hours
Cost to Complete Project	Dependent upon status of individual project. Purple Line: 400 to 500 staff hours Upper Carroll Avenue: 100 staff hours to monitor construction Other Projects: Minimum of 50 staff hours for lobbying Est. 200 staff hours per project if re-instated
Source of Funds	City General Funds
Comments	N/A

Objective ED-14	Private Development Projects - Coordinate and Monitor
Staff Responsible	Suzanne Ludlow, Sara Anne Daines, Rob Inerfeld
Has Objective Become Part of Department Mission?	Yes
If Not, What is Timeline of Project?	Dependent upon individual project
% of Project Accomplished	Dependent upon individual project
Cost of Project To Date	Dependent upon individual project, examples follow: Washington Adventist Hospital: 200 staff hours Montgomery College: 150 staff hours in FY03
Cost to Complete Project	Dependent upon status of individual project, examples follow: Development Review Process: Minimum of 1040 staff hours Washington Adventist Hospital: Minimum of 500 staff hours and consultant fees for traffic study review Takoma Metro development: 100 staff hours Montgomery College: 200 staff hours Orchard Avenue Office Building: 50 staff hours Formalization of Development Standards: 150 staff hours

Source of Funds	City General Funds
Comments	<p>Work depends on number and type of development applications submitted. Timelines within which City staff must work are usually set by County provisions.</p> <p>Additional resources may be needed if City Council requests independent analysis of impact of a proposed project (i.e. traffic study, environmental impact, economic impact study, etc.)</p> <p>Effort includes formalization of community's development standards.</p>

Objective ED-15	Resource Handbook and Marketing Materials
Staff Responsible	Sara Anne Daines
Has Objective Become Part of Department Mission?	<p>No, is a start-up project.</p> <p>Ongoing maintenance and distribution of materials is planned to be incorporated in FY05 Workplans</p>
If Not, What is Timeline of Project?	Prepare and publish handbook and materials by June 2004.
% of Project Accomplished	25%
Cost of Project To Date	150 staff hours
Cost to Complete Project	\$ 5,000 for graphics / publication costs
Source of Funds	City General Funds - Proposed for FY04
Comments	

Proposed New Objectives for FY04

Objective ED-17	Old Town Takoma Parking Garage - Phase II
Staff Responsible	Sara Anne Daines, Rob Inerfeld
What is Timeline of Project?	Pursue funding throughout FY04

Cost of Project	Estimated 300 staff hours
Source of Funds	City General Funds
Comments	Staff would actively pursue funding sources for construction of proposed Old Town parking garage

Objective ED-18	Gateway / Wayfinder Sign System Project - Phase II
Staff Responsible	Rob Inerfeld, Ron Vaughn
What is Timeline of Project?	Pursue funding throughout FY04
Cost of Project	\$40,000 - construction and installation of signage
Source of Funds	City General Funds - \$20,000 to be budgeted for FY04 \$20,000 to be budgeted for FY05
Comments	Staff would actively pursue alternative funding sources for proposed project.

Objective ED-19	Main Street Program - Old Town / Takoma Junction
Staff Responsible	Sara Anne Daines
What is Timeline of Project?	Three year program - timeline to be determined
Cost of Project	\$50,000 per year for three years with cost to be shared with Takoma Old Town Association
Source of Funds	City General Funds - \$25,000 proposed for FY04 Budget \$25,000 proposed for FY05 Budget \$25,000 proposed for FY06 Budget
Comments	Cost must be offset by matching funds (\$1:\$1) from business community and other sources for objective to be pursued.

Objective ED-20	Plan for Long Term Revenue Development
Staff Responsible	Suzanne Ludlow, Cathy Waters

What is Timeline of Project?	Identify and outline components of plan by August, 2003. Discuss implementation steps and phases with Council. Components which require significant staff and financial resources would be identified for future years.
Cost of Project	To be determined as part of plan. Staff hours to prepare plan components and discuss with Council: 60
Source of Funds	City General Funds
Comments	Components to be considered include long-term economic development plan, negotiation of increased revenue from Montgomery County and State of Maryland, annexation, user fees, taxes, infrastructure improvements, etc.